

CORPORATE SPONSORSHIP INFORMATION



WHAT WE DO

Books in Homes Australia is a charitable foundation that provides books-of-choice to children living in remote, disadvantaged and low socio-economic circumstances, ensuring crucial early literacy engagement and the development of reading skills needed for lifelong achievement. Our program aims to overcome the inequality of educational opportunities in communities where access to books for families is limited or non-existent and resources are often scarce. In doing so, our program contributes to helping overcome generational poverty by enhancing the chances of success in early education thereby opening up options, choices and potential in later life. Since 2001, Books in Homes has distributed in excess of 2 million new books to children through schools and communities around Australia.

Our vision is to create an Australia where every child and family has access to books in the home.

The Charitable Foundation for Books in Homes Australia
ABN 54 303 757 654
1767 Botany Road Banksmeadow NSW 2019 | PO Box 647 Botany NSW 1455
Phone: 02 9434 2488 | Fax: 02 9475 1333 | Email: support@booksinhomes.com.au
www.booksinhomes.com.au

HOW DO WE DO IT

Books in Homes Australia coordinates three specific programs designed for children from birth to late primary school. These include:

- (1) Early Childhood Program
- (2) Preschool Program, and
- (3) Primary Program.

A Book Selection Committee made up of children's authors, teacher-librarians, Aboriginal Australian educational consultants, publishers, product buyers and parents meets three times a year to consider a short list of 72 books, which are honed to 48 books that become part of each term's Preview Pack for primary schools, and 12 for preschools and childcare centres. It is a prerequisite that 25% of titles consist of books written or illustrated by Indigenous creators.

At the beginning of Terms 1, 2 and 4, each participating school receives a Preview Pack with a colourful and exciting book catalogue for each child. Children are empowered by being able to choose three books each term. The school collates the orders and sends them to Books in Homes Australia. Our distributor Scholastic Australia fulfils the orders for each school. At the end of term, each school puts on a special Book Giving Assembly and invites their Sponsor to attend. Books in Homes Australia organises for a Role Model (a children's author or illustrator, a celebrity, sports person, Aboriginal Elder, performer, scientist or similar) to attend, to help inspire the children to "read and succeed", as well as to assist the Sponsor to hand out the books to the children.

CORPORATE SPONSORSHIP

Books in Homes Australia welcomes the support of corporate Australia to partner in its mission to provide children with books of choice, which the children keep and build into a personal home library. Sponsors have the choice to become:

School Sponsors

Corporate Sponsors opt to support an entire primary school (or several) over Terms 1, 2 and 4 for a year or more. For every \$82 donation, each child in your school receives the following each year:

- 9 brand new Books-of-Choice
- 9 personalised Book Labels
- 3 sturdy waterproof Book Bags
- Access to 144 book titles donated to the school library
- Extra books and certificates as incentives for students who are "Caught Being Good!"

Corporate Sponsors also have the option of sponsoring a preschool or childcare centre (or several) over three terms for a cost of \$151.80 per family per year.

Corporate Donors

Corporate Donors opt to make regular or one-off donations through the charity online fund-raising portals or at events to support general or specific schools or centres, fund-raising events, campaigns or other initiatives.

Corporate Supporters

Corporate Supporters opt to donate prizes, venues, catering, printing, their time, resources, expertise and more in helping the charity achieve its objectives.

PRESENT AND PAST SPONSORS

Mainfreight, Glencore, BHP, Ausenco Foundation, Collier Charitable Fund, Goodman, Bendigo Bank, Catholic Education Office of WA, Centacare Family Services, Commonwealth Bank, Newcastle Permanent Charitable Foundation, Quarry Mining, Rotary, Scholastic Australia University of Tasmania, Zig Inge Foundation, and many others.

SPONSORSHIP BENEFITS

Books in Homes works with Sponsors to increase their visibility, connections, impressions and media opportunities through a number of benefits, which include:

Sponsorship Benefit	School Sponsor	Corporate Donor	Corporate Supporter
Your corporate logo on the Books in Homes Australia website	✓	✓	✓
Your corporate logo on the <i>The Bridge</i> ezine that is sent out monthly to schools, Sponsors, Role Models and subscribers	✓	✓	✓
Mentions on FaceBook, Twitter and other social media outlets	✓	✓	✓
Special mentions and a thank you in <i>The Bridge</i> ezine	✓	✓	✓
Your corporate logo on display material at expos and events when applicable	✓	✓	✓
Acknowledgement from the platform at special events or sponsored events when applicable	✓		
VIP invitations to attend Book Giving Assemblies at your sponsored school/s each term	✓		
Signage at your sponsored school's / schools' Book Giving Assemblies	✓		
Acknowledgement from the platform at your sponsored school's / schools' Book Giving Assemblies	✓		
Photo opportunities with Role Models and children at your sponsored school's / schools' Book Giving Assemblies	✓		
Promotion on Media Releases pertaining to your sponsored school/ schools when applicable	✓		
The following individual corporate branding opportunities are also available at a small additional cost: – Your corporate logo inserted onto book labels; and – Your corporate logo inserted onto book bags.	✓ ✓		

CONTACT INFORMATION

This is a wonderful opportunity to help children in disadvantaged circumstances around Australia, as well as to garner goodwill and positive PR opportunities for your business.

Please contact Peter Large (CEO) of Books in Homes Australia on 02 9434 2488 or peterlarge@booksinhomes.com.au to discuss the possibility of a mutually beneficial sponsorship partnership.